



# What Does This War Mean to You?

**A**RE you complaining because "war time" means coal shortage; less sugar in your coffee; less money than you think you ought to make?

*What about the boys who are fighting for you in France?*

For them, the trenches; the pitiless storms of rain and sleet; the ceaseless, deafening bombardment of the guns; hunger, cold, and fever; wounds and death. For you,—a little economy and deprivation.

The Third Liberty Loan is *your opportunity* to *prove* the patriotism that is in your heart and on your lips.

*Your opportunity* to show yourself worthy of the heroism, the devotion, the self-renunciation of your soldiers and sailors.

*Your opportunity* to share, in some small degree, the sufferings of those who stand ready to make the supreme sacrifice for you.

All you can do is little enough. You simply *lend* your money. Do it, and be glad that you can do so much and sorry you can do no more.

**Back your Patriotism  
with more than words.  
BUY LIBERTY BONDS!  
Be an American.**



This space—earlier planned to advertise CREME ELCAYA, the nationally popular Toilet Cream—is cheerfully contributed to the Liberty Loan Committee to "Lend Him a Hand."

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